



More Than a Thousand of Fashion's Newest Creations
Fresh from Their Boxes Tuesday. The Most
Amazing Values We Have Ever Offered.



A MARVELOUS BRY DRESS SALE

Surpassing Any Sale of Fine Dresses We Have Ever Held!

ANOTHER OF THOSE
SENSATIONAL BRY
MERCHANDISING
EVENTS



Dresses so good in the matter of
style, desirability and in quality of
materials that the price is astonish-
ingly low.

*Each and every model affirms
a late vogue and every fashion
thought for Spring is cleverly
expressed. Springtime Frocks
as piquant and new as if they
just stepped out of a French
shop—decidedly new and de-
lightfully different.*

Both Misses' and Women's Sizes



Third
Floor



Tricolettes—

Embroidered and Beaded Georgettes—

Crepes de Chine—

Charmeuse—

Fine Serges—

Taffetas—

Satins—

Tricotines—

Kitten's Ear Crepe—

Dresses that would cost very much
more were it not for the fact that they
were secured in extraordinary pur-
chases and also through extreme re-
ductions on high-priced dresses in
our own stock.

We Quote No Former Nor
Comparative Prices in
Our Advertising—We Let
You Be Judge of Value



*High-class daytime Frocks for
every occasion—for street, aft-
ernoon, shopping, matinee, re-
ception and general daytime
wear—which make a tremen-
dous appeal from the stand-
points of style, newness and
price.*

Both Misses' and Women's Sizes



Third
Floor



Choice—
\$24.95

